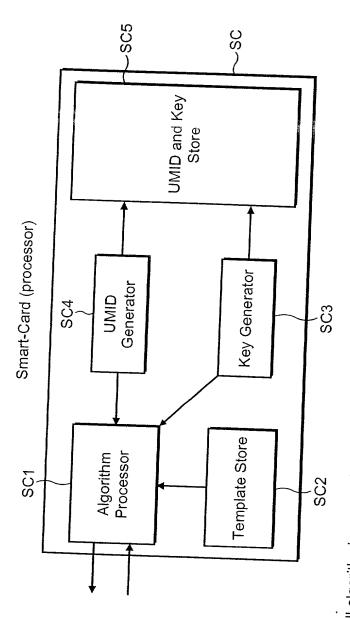
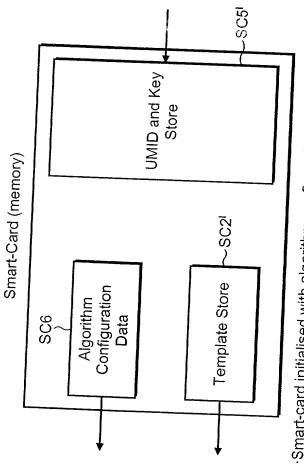


· Seller designs template and chooses algorithm using the transaction server web-site Transaction-server sends smart-card to seller Seller's smart-card is configured



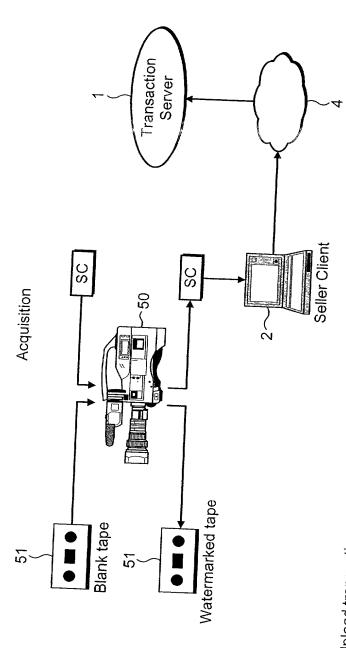
·All algorithmic processing, key generation and UMID generation is performed on the smart-card

FIG. 3



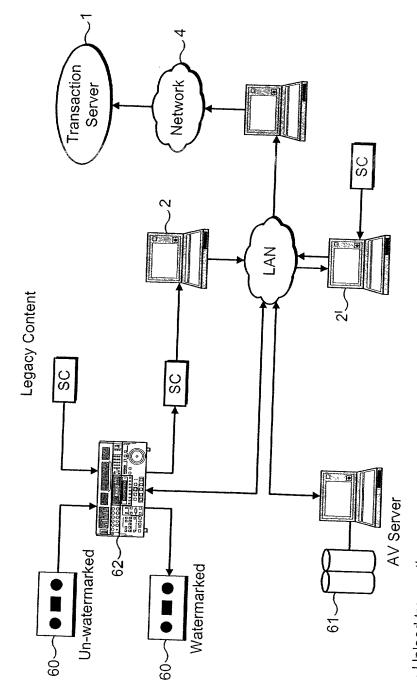
·Smart-card initialised with algorithm configuration data and template · Generated UMIDs and keys are loaded onto the smart-card

FIG. 4



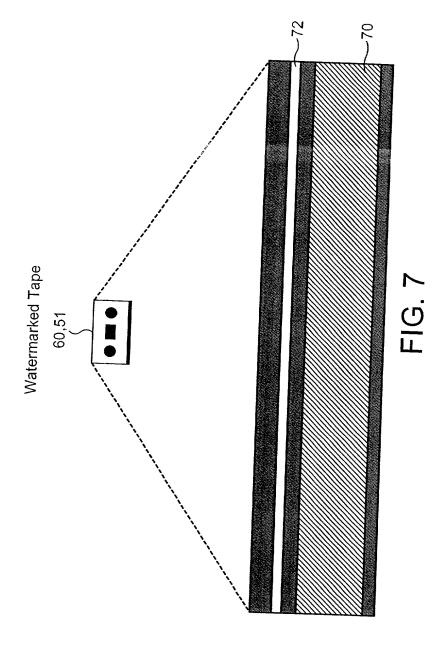
·Upload transaction-server with UMIDs, keys, metadata, price information, conditions-of-sale, etc

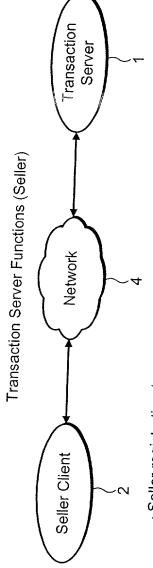
FIG 5



· Upload transaction-server with UMIDs, keys, metadata, price information, conditions of sale, etc

FIG. 6





· Seller registration (approval, passwords, bank account details etc.)

· Visible watermark template design, validation and registration

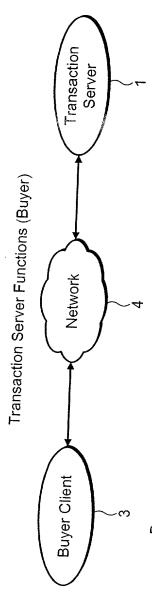
· Algorithm specification and registration

Establish business rules for UMIDs

Publish metadata (clip-length, time & date etc.)

· View / monitor buyer interest and sales

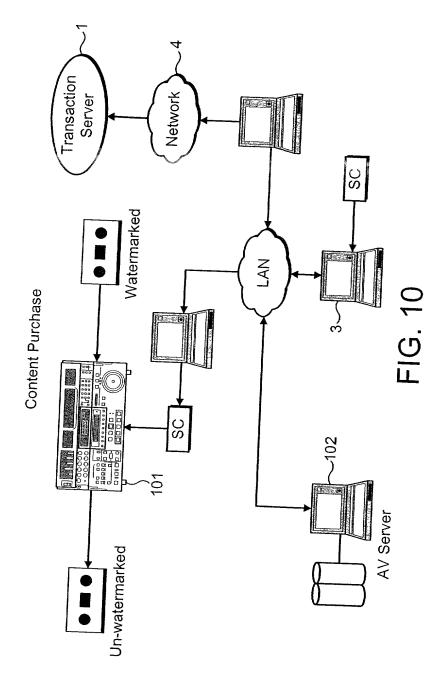
Secure upload of keys and UMIDs for watermarked content (SSL)

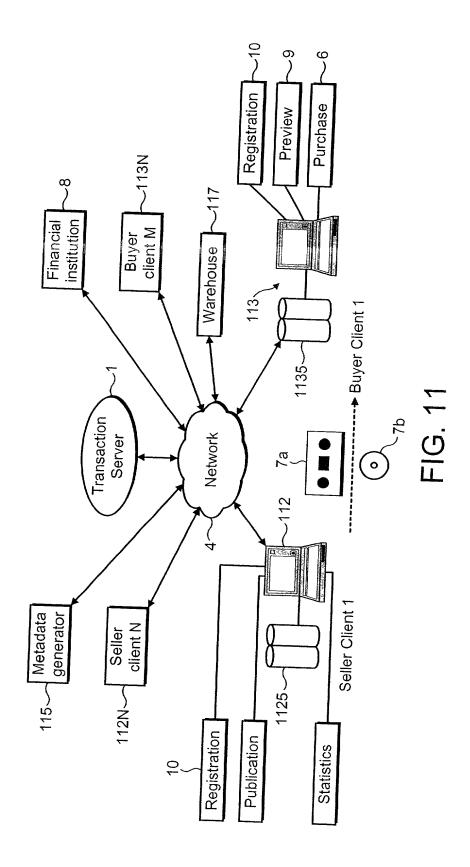


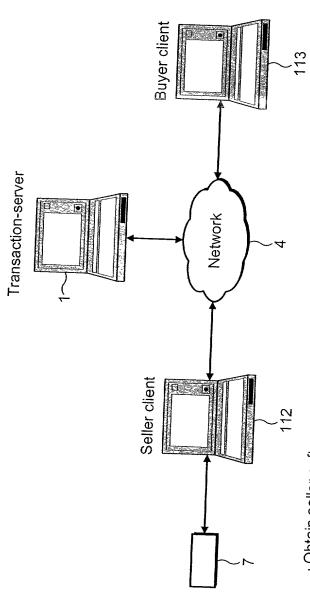
· Buyer registration (approval, passwords, bank account details etc.) · Access to metadata · Register interest in UMIDs

· Access business rules and pricing - enable purchase · Secure delivery of decryption-keys, templates and algorithms (SSL)

FIG. 9







· Obtain seller software

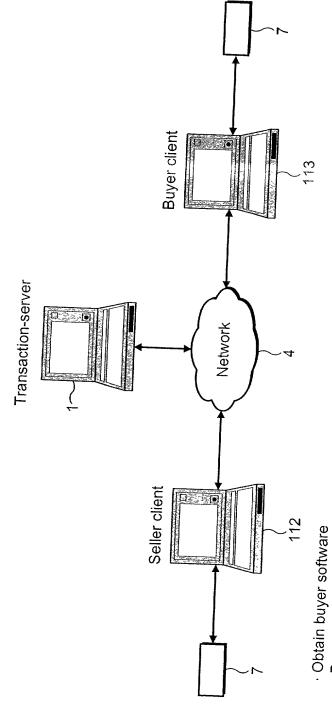
· Seller registers with transaction server using seller client processor

Select client processor watermarks content

Seller client processor informs transaction-server of the generated UMIDs and keys . Seller provides metadata, rates card, business rules

Seller sends watermarked material to buyer

FIG. 12



Buyer registers with transaction server Buyer views watermarked content and decides to purchase

Transmission server delivers license file

Buyer client processor obtains removal data from license file Buyer client proceesor removes watermark and optionally adds fingerprint

A Metadata UMID(s)
Link to seller
keywords
Picture stamp(s)
Resolution
Any other metadata

B Rates card
Price for additional metadata
Base price
Discounts
Exclusive purchase
Prices for different uses

C Business rules
Standard contract
Customized contract terms

D License file

a) Metadata
b) Purchase price
c) Business rules
d) Watermark data
e) Security data
f) Time limits
g) Country

FIG. 14

Statistics / Transaction log

Seller
Buyer
Content
Price
Total Sales
Total Price
Analysis by genre
Time expired material
Country / region analysis

FIG. 15